



THE DISCOVERY OF A LIFETIME--A DREAM THAT CAME TRUE

Story of "Thornless Beauty"

THE HOME WHERE PREFERRED AND NEW ROSES ARE ORIGINATED
ESTABLISHED 1915

WE OFFER THESE VARIETIES FOR YOU TO GROW
FINEST EVER-BLOOMING ROSES! FOR GARDENS OR CUT FLOWERS
U.S. Plant Patented and Patent Rights Reserved
Registered with the American Rose Society
Telephone Southington 2-2927

OUR 1955 NEW ROSES THAT WILL BRING YOU MUCH PLEASURE



RED SPLENDOR
Patent Rights Reserved

A large bud of bright red color. Moderate fragrance and excellent lasting quality. Flower opens to approximately six inches across with over fifty-five petals.

Sport of Joyance x Regina Elena



GRANDEUR
Patent Rights Reserved

A large pointed bud of cerise red color. Moderate fragrance and good lasting quality. Flower opens full into cabbage rose form to approximately four inches across with about seventy large petals.

Sport of Joyance x Regina Elena



MAGIC
Patent Rights Reserved

A beautiful silver pink color. Moderate fragrance and good lasting quality. Flower opens to approximately five and one-half inches across with about seventy-five petals.

Sport of Thornless Beauty x Better Times



BLONDINE
Patent Rights Reserved

A delicate blush pink color. Moderate fragrance and very good lasting quality. Flower opens to about four inches across with approximately sixty petals.

Sport of Catalina x Joanna Hill

World's First Recorded Hybrid Tea Rose Without a Thorn!

For centuries it has been every Floriculturist's dream to grow a hybrid tea rose without a thorn. Now this dream has come true and every flower lover can grow this wonderful Rose in their garden. It was in 1937 when Nicholas Grillo, Floriculturist, Milldale, discovered this offspring (so called a Sport by Floriculturists) of the "Better Times" rose. In 1938 while only about a dozen plants were under experiment in Grillo's greenhouse at Milldale, a newspaper reporter from the Southington News visited the greenhouse and noticed this new rose along with other new roses under experiment. Mr. Grillo did not wish to make any public release at that time until he had a larger quantity of bushes growing, but it was such sensational news for this reporter that without Mr. Grillo's releasing the news it came to the attention of the Associated Press, International news service and the Radio Broadcasting services. The release of this news by the reporter to these services surprised Mr. Grillo with front page publicity and coast to coast radio broadcasts of this amazing development in the world of Floriculture. Right after this many newspaper and magazine representatives with their photographers and writers crowded Mr. Grillo for details concerning the discovery of the rose without a thorn, and from these releases the "THORNLESS BEAUTY" appeared in all the newspapers and magazines throughout the world. Unfortunately when this rose reached the stage of large production where it could be disseminated throughout the world, World War II broke out. Then due to the shortage of skilled labor and material to produce enough stock for all flower lovers, no large quantities were disseminated. Since the end of the war, production of large quantities has been done and this year Mr. Grillo can offer this Beautiful Rose without a thorn. The "THORNLESS BEAUTY" rose offers exceptional beauty, luxurious petalage, a fine rich red color, also as its name indicates, the unique fact of no thorns that all flower lovers dreamed of in a rose. This rose has proven an excellent garden variety and it should have a place in the heart of every rose bed.

GOLDENDALE
Patent Rights Reserved

A beautiful golden yellow long pointed bud. Sweet fragrance, long lasting quality. Flower opens to approximately five inches across with about fifty petals.

Sport of Annabella x Joanna Hill

ALPINE
Patent Rights Reserved

A long pointed bud of clear yellow. Sweet, moderate fragrance and good lasting quality. Flower opens to five and one-half inches across with about thirty petals.

Sport of Sunnymount x Joanna Hill



THORNLESS BEAUTY
U.S. Plant Patent No. 382

Originated by N. Grillo, Milldale, Conn.

Described in American Rose Annual, 1949. Sport of Better Times. Bud long-pointed, dark crimson-red. Flower double, high centered, unusual lasting light crimson-red on long strong stems, foliage abundant, leathery wood. Thornless, vigorous, upright, profuse, continuous bloomer.

OUR 1955 NEW THORNLESS ROSES

Patent Rights Reserved

THORNLESS PREMIER
Patent Rights Reserved

A rich pink color, globular-pointed bud, large and full when open, approximately four and one-half inches across. Moderate fragrance, excellent lasting quality, with about 75 petals.

Sport of Victory Stripe x Jewel

THORNLESS VICTORY STRIPE
Patent Rights Reserved

Similar to Victory Stripe, pleasing novelty. Has long pointed bud, dark red and blush pink. Striped flower approximately five inches across with about 50 petals. Excellent keeping quality.

Sport of Victory Stripe x Jewel

THORNLESS MIRAGE

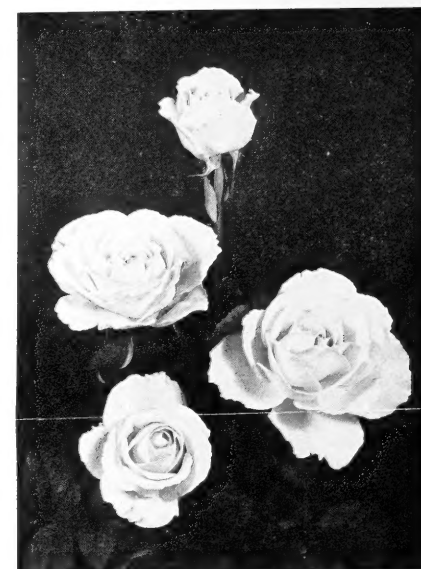
Novelty red profused with little variegated striped blush pink and black fringed. Long medium bud with flower approximately five inches across. Moderate fragrance, semi-single, about 25 petals.

Sport of Jewel

THORNLESS FRINGEDALE

Fringed light pink, a very pleasing color and attraction. Medium long bud, flower approximately four inches across. Moderate fragrance, semi-single, about 25 petals.

Sport of Thornless Beauty



THORNLESS BLUSH
Patent Rights Reserved

One of the newest additions to the growing thornless family. A beautiful blush pink color. A vigorous and profuse bloomer of excellent lasting quality and moderate fragrance. Flower opens to four and one-half inches across with approximately seventy petals.

Sport of Rosalind Russell x Briarcliff

OUTDOOR ROSE CULTURE 10 IMPORTANT SUGGESTIONS

1. Choose drained location with southern exposure.
2. Three parts rich top soil and one part cow manure, mixed.
3. Dip the roots in water before planting.
4. Plant deep to cover graft joint, one inch below the surface.
5. After planting, water well so the water will reach all the roots.
6. Keep the soil well cultivated all the time.
7. When insects start to appear, spray with insecticide.
8. While plants are growing, feed lightly on moist soil monthly.
9. In fall pile soil or leaves on plants about ten inches high.
10. In the spring, uncover, prune, cultivate as above.



(Photo by A. Eriss of Three Lions)
MR. N. GRILLO IN HIS "THORNLESS BEAUTY" SECTION

MORE OF OUR PREFERRED (HYBRID TEA) EVERBLOOMING ROSES NOW AVAILABLE



RUBY PRINCESS
Plant Patent No. 1043

Dark velvet red which is retained when open. Moderate fragrance with very good lasting quality. Flower opens to approximately five inches across with about fifty petals.

Sport of Jewel x Better Times



JEWEL
Plant Patent No. 367

Brilliant velvet red which it retains. Moderate fragrance and very good lasting quality. Flower opens to about five inches across with about fifty petals of heavy texture. Winner of many awards.

Sport of Better Times



JOYANCE
Plant Patent No. 778

Brilliant velvet red with camellia shape when open. Moderate fragrance with excellent lasting quality. Flower opens to about four and one-half inches across with approximately sixty-five petals.

Sport of Regina Elena x Briarcliff



ROSALIND RUSSELL
Plant Patent No. 1049

Uniform, clear silver pink is between a dark and light pink. Moderate fragrance and excellent lasting quality. Long bud. Flower opens about five inches across with about fifty petals.

Sport of Regina Elena x Briarcliff



CATALINA
Plant Patent No. 1013

Varying apricot shade which gives off fire-like reflections. Moderate fragrance with good lasting quality. Flower opens to about four and one-half inches across with about thirty-five petals.

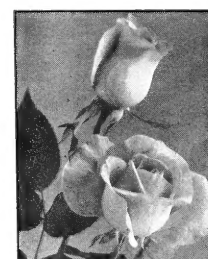
Sport of Joanna Hill



SUNNYMOUNT
Plant Patent No. 334

A clear buttercup yellow which is retained. Strong, sweet fragrance and good lasting quality. Flower opens to about four inches across with about fifty petals.

Sport of Joanna Hill



REGINA ELENA
Plant Patent No. 417

A deep and lasting dark pink color. Moderate fragrance and good lasting quality. Flower opens to five inches across with about fifty petals.

Sport of Briarcliff



VICTORY STRIPE
Patent Rights Reserved

Pleasing novelty rose of variegated red with blush pink stripes. Moderate fragrance, excellent lasting quality. Flower opens to about five inches across with about fifty petals.

Sport of Jewel x Better Times



JUDY

Deep, velvety red. Moderate fragrance and good lasting quality. Flower opens to about five inches across with about fifty petals.



TOKEN SUPREME
Patent Rights Reserved

Beautiful deep orange shade throughout. Moderate fragrance and good lasting quality. Flower opens to five inches across with about thirty-five petals.

Sport of Token



AMERICAN PRIDE
Plant Patent No. 49

Beautiful white when mature; has a slight tint of pink in bud stage adding to its beauty. Moderate fragrance and excellent lasting quality. Flower opens to about four and one-half inches across with thirty-five large petals.

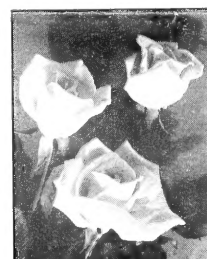
Sport of Grilloale x Madame Butterfly



GRILLOALE
Patent Rights Reserved

Very light pink with slightly deeper pink color on inside petals. Fragrant and good lasting quality. Flower opens to four and one-half inches across with about fifty petals.

Sport of Madame Butterfly



ANNABELLA
Patent Rights Reserved

Light buff gold shade, moderate fragrance and good lasting quality. Flower opens to full five inches across with fifty-five petals.

Sport of Joanna Hill



CHIFFON
Patent Rights Reserved

Blush pink with lavender overtint in color. Moderate fragrance and very good lasting quality. Flower opens to five and one-half inches across with about thirty petals of velvety texture.

Sport of Regina Elena x Briarcliff



DINAH SHORE
Plant Patent No. 762

Cerise red, semi-thornless — the rose with the American beauty color. Very strong fragrance and excellent lasting quality. Flower opens to about five inches across with seventy-five petals.

Sport of Jewel x Better Times



EMBERGLOW
Patent Rights Reserved

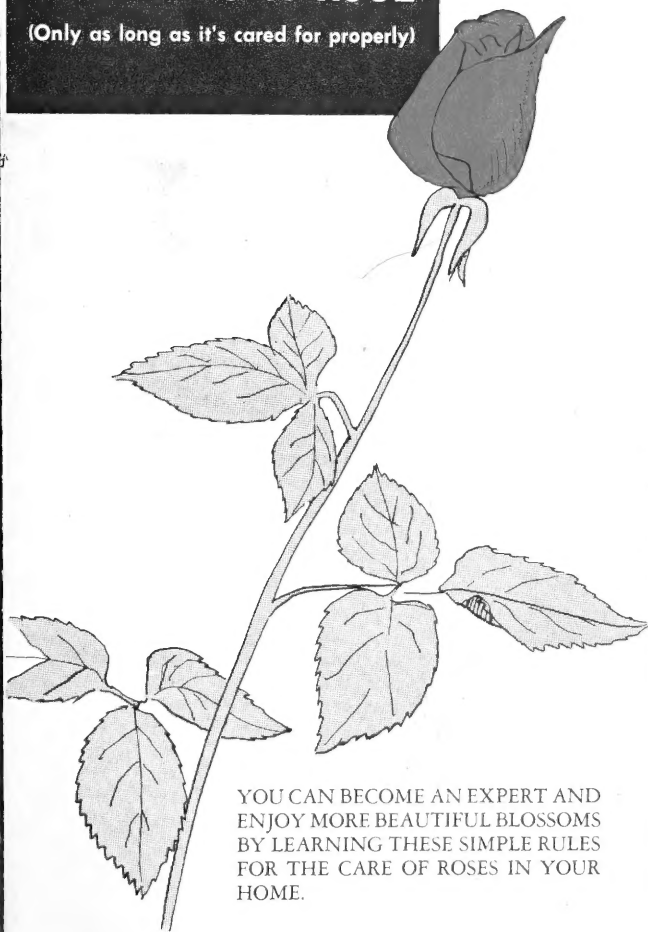
A rich salmon pink color. Moderate fragrance, very good lasting quality. Flower opens to five inches across with about fifty petals.

Sport of Souvenir

ALL DIFFERENT COLORS -- FRAGRANT, HARDY, PROLIFIC -- GUARANTEED -- QUALITY ABOVE PRICE -- SEE OUR PRICE LIST

A ROSE IS A ROSE

(Only as long as it's cared for properly)

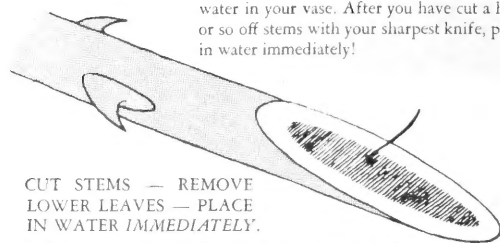


YOU CAN BECOME AN EXPERT AND
ENJOY MORE BEAUTIFUL BLOSSOMS
BY LEARNING THESE SIMPLE RULES
FOR THE CARE OF ROSES IN YOUR
HOME.

1

USE ONLY SHARPEST KNIFE OR RAZOR BLADE

The secret is in letting roses drink as much water as possible. A *long* slice will expose the greatest number of cells. Don't use so-called "rose" scissors which bruise cells badly and reduce the drinking area. Remove any leaves which will lie under water in your vase. After you have cut a half-inch or so off stems with your sharpest knife, place roses in water immediately!

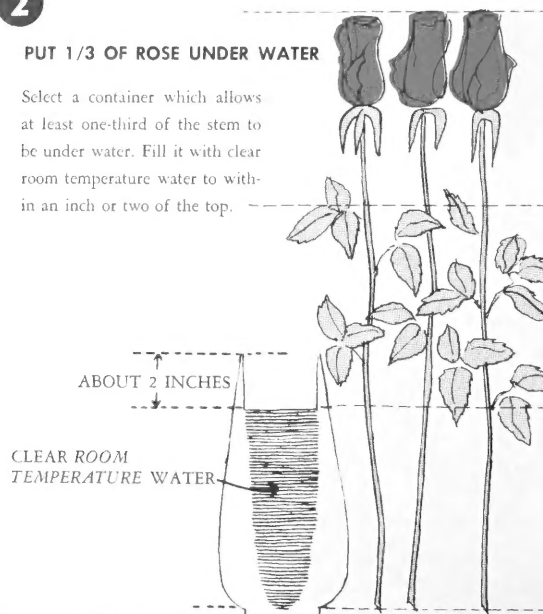


CUT STEMS — REMOVE
LOWER LEAVES — PLACE
IN WATER IMMEDIATELY.

2

PUT 1/3 OF ROSE UNDER WATER

Select a container which allows at least one-third of the stem to be under water. Fill it with clear room temperature water to within an inch or two of the top.



secret is in letting roses drink as much water as possible. A long slice will expose the greatest number of cells. Don't use so-called "rose scissors" which bruise cells badly and reduce the drinkable area. Remove any leaves which will lie under in your vase. After you have cut a half-inch off stems with your sharpest knife, place rose water immediately!



DER WATER

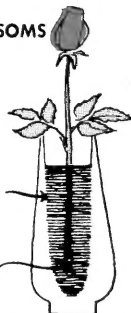


3 FRESH CUT & FRESH WATER = FRESH BLOSSOMS

To *keep* blossoms fresh, change water and slice off an *additional* half-inch of stem daily!

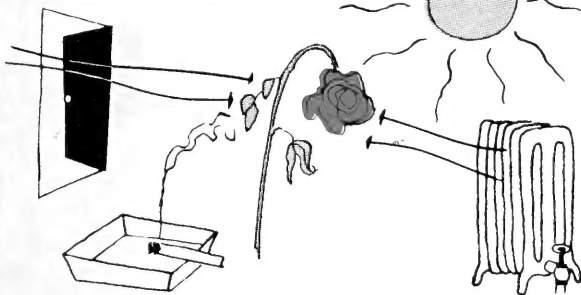
FRESH WATER

FRESH CUT



4

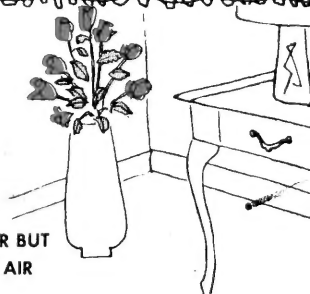
Roses can't stand prolonged exposure to hot sun, hot air, drafts, smoke or gas. Don't expect them to survive under conditions which would make *you* wilt too!



5

Roses will rest overnight if you lower their temperature. They can stand *gradual* temperature changes down as low as 35 degrees F.

IT'S COOLER NEAR THE FLOOR BUT SHIELD FROM DRAFTS & HOT AIR

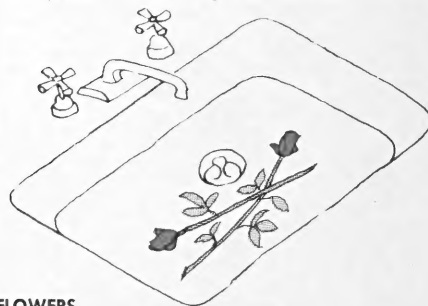


ALTERNATE FOR STEP NO. 3

YOU WILL NOT NEED TO CHANGE WATER AND CUT STEMS DAILY if you use "FLORALIFE" or "BLOOMLIFE" in the water. Floral "arrangements" are usually delivered with Steps 1, 2 and 3 done for you. Where water must be added after delivery, follow the instructions on the small package of "FLORALIFE" or "BLOOMLIFE". These chemicals scientifically protect stems against stem-clogging bacteria.

WHAT TO DO IF INDIVIDUAL BUDS DROOP OR WILT

Cut TWO inches off the stem of the drooping roses. Immerse the entire rose in room temperature water and leave them there for about two hours. (You may leave the head above water if you wish). A good way is to lay them in the kitchen sink. This treatment will usually revive roses unless they have had too much abuse or have been subjected to extreme temperature variations.



OTHER FLOWERS

Flowers with fibrous, woody stems should have the ends crushed. Those that bleed a milky sap should have the ends seared. But ROSE stems should *always* be cut cleanly.

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Roses Incorporated

(Commercial Rose Growers Association)

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